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E+ Biz-up School Toolbox

DYNAMIC SKILLS PROGRAMME



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DSP Description

DSP helps young people to do things differently. It offers them time and space to reflect, plan and act in safe and supportive environment. They can share experiences with peers, and find support, learning and insight in return.

The program enables young people to discover personal competencies and potential for further **career development**, either as a entrepreneur, member of civil initiative (NGO) or as a member of a team that addresses the practical challenges of companies.

For those who want to build on business ideas using entrepreneurial or NGO's business structure (social entrepreneurship, "classical entrepreneurship, NGO), DSP provides entrepreneurial knowledge that guides an individual or initiative from entrepreneurial competences, to product/services design and finally to market entry. The purpose of the program is to familiarize participants with all the key areas they need to set up and launch a venture, to help them as a team to develop their entrepreneurial ideas, to set up and run enterprises, cooperatives or NGO's.

For those who will be interested in becoming a member of a team that addresses the practical challenges of companies, as part of DSP will offer set of activities to give young people insights into the labour market and work practices, as well as to provide practical experience of cooperation with companies.

DSP Teaching and learning methods

The program is performed as a combination of individual and group work as well as self-learning, using modern digital technology. Learning methods, used during training/workshops events, are based on innovative approaches as hackathons, design thinking, storytelling, prototyping in fablabs, peer to peer mutual learning, video lectures/webinars, videos with experts and good practices, worksheet(s)/assignment(s), etc. Selected techniques and tools will allow them to obtain theoretical background for understanding the content and a lot of experiential learning that will be carried out through research, practical exercises, demonstration techniques on site and on line.

Basic method of DSP is learning by doing.



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Dynamic Skills PROGRAMME implementation

Time to Inspire

The aim of the introductory phase of the DSP model is to raise awareness about entrepreneurship challenges and innovation and activate young people to start developing their abilities to be able to react to this challenge. This will be achieved with the help of the following activities:

- Inspirational event
- Warm up workshops

Warm-up/ motivation/ activation of youth

The aim of the Warm-up inspirational events is to raise interest of youth people in innovation and entrepreneurship and motivate them to act.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Innovation and local development• Understanding entrepreneurship• Key elements of innovation• Innovation good practices	<ul style="list-style-type: none">• Hackathon• Workshop• Face to face• Group work• virtual learning	<ul style="list-style-type: none">• Team work• Creativity• Problem sensitivity• Motivation



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Searching for your WHY? – Empowerment for growth program

The aim of empowerment for growth program is to help young people to:

- Discover the power of reflective thinking and develop a growth mindset to lead the change
- Understand their values and strengths and how to act on them.
- Clarify their challenges and potential.
- Gain confidence to grow and find courage to try new ways of thinking and acting
- Be open to the support of peers, mentors, coaches and counsellors and get the best from others
- Create mutual benefit from sharing their experience in a team
- Convince others to do something with good ideas (pitching skills).

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Exploring personal competences and potential. • Assessment of individual potential for personal development and innovation. • Creating individual pathway – action plan. • How to pitch an idea. 	<ul style="list-style-type: none"> • (virtual) learning • Hackathon • Group work • Workshop • Peer to peer learning • Assessment questioner • Personal Branding Canvas model • Communication matrix • Personal swot matrix • Video presentation-pitch practices • Elevator speech (pitch) • Story telling 	<ul style="list-style-type: none"> • Self confidence • Responsibility • Self-presentation • Decision making • Proactivity



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Entrepreneurship skills BOOTHCAMP

The main aim of the programme is to give participants insight what needs to be done first with their business and give them confidence that their business ideas are good and can be a success.

Common competencies and skills developed:

- Digital competence
- Entrepreneurial and innovative culture
- Problem solving

Modular training program

DSP includes modules in the form of interactive workshops. Modules are substantially upgraded and linked. There is suggested that participants are involved in all modules, but there is still possibility to select some of them according to the previous competences.



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Generating ideas and initiatives for business innovations

A highly practical module that provides the process of creating business innovation – from getting to know the challenges in society to finding answers to this challenges that can be further developed.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Identification of challenges and problems in environment• Generating ideas for solutions• Validating, linking and match making ideas• Defining themes of initiatives for further development of entrepreneurship solutions	<ul style="list-style-type: none">• Design thinking• Brainstorming• (Virtual) Group work• Ranking ideas	<ul style="list-style-type: none">• Generating ideas• Self-initiative• Creativity



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SKILLS DEVELOPEMENT MODULES

1. Module - Start up innovative business

The aim of the module is to explore different business structures and check the suitability regarding the business idea.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Introduction to entrepreneurship• Civil society organisations• Comparison of different business structures• Suitability of business structure with respect to the business ideas	<ul style="list-style-type: none">• Presentation• Design thinking• Group work• Video lecture	<ul style="list-style-type: none">• Entrepreneurship• Critical thinking• Decision making



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2. Module – Strategic & Business planning

A highly practical module that provides all the essentials for participants to develop or start a new business using the business model canvas for their idea. It is highly adaptable and responsive to experience and needs of participants.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Understanding & planning• Concept & characteristics• Legal & organisational structures• Goals and objectives of business planning	<ul style="list-style-type: none">• (Social) business model canvas• (Virtual) Group work• Webinar• Video lecture	<ul style="list-style-type: none">• Legislation• Strategic thinking• Project management



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3. Module – Ethical Marketing & Communication

The aim of the module is to provide answers to questions such as how to create a recognizable brand, how to draw attention from customers, how to present to the customer that we are better than the others and how to present a key components.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Customers & research• Marketing & promotion• Branding• Communication channels & ICT	<ul style="list-style-type: none">• (Social) business model canvas• Webinar• Videos with experts and good practices• (Virtual) Group work• Role-playing• Peer to peer learning	<ul style="list-style-type: none">• Communication• Marketing and sales• creativity



4. Module - Sales

The aim of the module is to explore how to sell and whom to sell as much as possible.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Understanding the buying habits of customers• Influencing & changing buying habits• Designing attractive offer• Unique selling point	<ul style="list-style-type: none">• (Social) business model canvas• Webinar• Videos with experts and good practices• (Virtual) Group work• Design thinking• Peer to peer learning• Story telling	<ul style="list-style-type: none">• Marketing and sales• Communication• flexibility



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5. Module - Finance & Income & Tax

A highly practical module that provides all the essentials for participants to manage the financial aspects of running a business.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Financial planning• Cash flow & accounts• Strategy & risk• Costing & pricing	<ul style="list-style-type: none">• Business model canvas• Balance sheets• Webinar• Videos with experts and good practices• Peer to peer learning	<ul style="list-style-type: none">• Financial management /crowdfunding• Legislation• Risk taking



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6. Module - Management & Leadership

A highly practical module for successful managing and leading of (social) enterprise.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Mapping strengths• Leadership in (social) enterprise• Intellectual property• HR management & planning• Procurement & contracts• Product assessment• Processes & requirements	<ul style="list-style-type: none">• Business model canvas• INSIGHTS analysis and SDI tools• Personal SWOT analysis• Webinar• Videos with experts and good practices• (Virtual) Group work• Role-playing• Peer to peer learning	<ul style="list-style-type: none">• Leading• Culture of failure• Organizing



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Presentation of ideas

Participants of the training program will with support of mentors, coaches and counsellors prepare presentation of the idea of social innovation and present it during the Pitching event. The selected evaluation commission will select and award the 3 best rated ideas.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Process for preparing and creating presentations• Reducing presentation fears and stresses	<ul style="list-style-type: none">• Elevator speech (pitch)• Pecha Kucha• Peer to peer learning• Story telling• ...	<ul style="list-style-type: none">• Self confidence• Communication• Creativity



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DSP time frame

DSP is approximately 3 months long innovative learning process.

Time to inspire phase is max. 1 months long introductory phase, consists of inspirational events, warm up workshops and empowerment of growth program. Each event, workshop or training, except of hackathons lasts max 6 hours/day.

Business innovation boothcamp is max. 2 months modular training process. Each module lasts app. 24 hours (6 hours/day = 4 days). Pitching event 1 day.

Support of mentors, coaches and counsellors according to the needs of each participant/teams app. 2 hours/week.

Competence profile of DSP provider

Knowledge in the field of expertise (e.i marketing, sales, etc.)

Communication with youth:

- Respect and caring of youth, ability to be open minded and non-judgmental, develop trusting relationships, maintain awareness of diversity and youth culture
- Ability to recognize and address need for intervention
- Ability to advocate for, motivate, recruit and engage youth
- Ability to use modern technology and means of communication used by young people

Assessment and individualized planning:

- Ability to facilitate person-centred planning, including the ability to assess goals, interests, past experience, learning styles, academic skills, needs
- Ability to involve youth in their own planning process by helping youth to set realistic goals and action steps, make informed choices, exercise self-determination, and actively participate in own development
- Knowledge of various assessment tools and strategies and ability to administer assessments



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Relationship to Community:

- Resource mapping/ability to connect youth to community institutions, resources
- Ability to engage youth in community service and leadership activities

Program Design and Delivery:

- Ability to design programs using best practices
- Ability to work with groups, foster teamwork, and develop leadership and followership among youth
- Ability to evaluate and adjust programs based on outcome measurement and data

Administrative skills:

- Ability to complete service summaries using common reporting formats and requirements
- Written and verbal communication skills
- Time management skills
- Strong interpersonal skills/ability to work within a team